



The
**SOUTH GLOUCESTERSHIRE
BUSINESS SHOW**

in association with



South Gloucestershire's festival of business

#SGBS18

Workshop

Growing the Visitor Economy

Thursday 4th October 1:45pm



Book your tickets

<http://business-shows.eventbrite.com/>

www.south-gloucestershire-business-show.co.uk • 0117 233 0059

Bristol & Bath Science Park, Dirac Crescent, Emersons Green, Bristol BS16 7FR

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Growing the Visitor Economy

The Visitor economy isn't only about tourism. Driving business based on revenue coming into the region covers sports, education, Food & Beverage as well as hotels, attractions, international business and more. Join Claire Thayers with a panel to look at how the visitor economy works in the region and what we can do to develop it.

Claire Thayers



Claire, an ex-young farmer and having lived in rural Cornwall and the Cotswolds, is passionate about rural economy. In these are uncertain times, with Brexit on the horizon, high streets struggling... we all need to work together. Visitor economy is so important hotels, our universities bring students in, our sporting events draw crowds, and our wonderful food and drink

and countryside is a big draw to visitors. By managing our destination it also means we can meet our skills shortage and inward investment. Claire works for Folk2Folk, the local lending movement. Old fashioned values, people helping people, delivered in a modern way! She's very excited to be part of the organisation, her passion has always been about helping rural communities and growing the local economy. Folk2Folk offers 6.5% interest to those who wish to lend and the feel good factor that the money will be invested in local businesses and borrowers can then grow, or start new businesses – win win for all!

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